

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

<b>REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL</b>	Title: SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT	
	Inventor(s):	CALABRIA et al.
	Application No.:	10/743,520
	Filing Date:	DECEMBER 19, 2003
	Confirmation No.	7681
	Examiner:	SORKOWITZ
Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	Art Unit:	3622
	Last Office Action:	DECEMBER 16, 2009

**This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.** Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application.

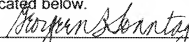
1. Submission required under 37 CFR 1.114
  - a. ☐ Previously submitted. If a final Office Action is outstanding, any amendments filed after the final Office Action may be considered as a submission even if this box is not checked.
    - i. ☐ Consider the arguments in the Appeal Brief or Reply Brief filed on
    - ii. ☐ Other.
  - b. ☒ Enclosed
    - i. ☒ Amendment E
    - ii. ☐ Affidavit(s)/Declaration(s)
    - iii. ☐ Information Disclosure Statement, PTO-Form 1449 and references
    - iv. ☐ Other \_\_\_\_\_
2. Miscellaneous
  - a. ☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of \_\_\_\_\_ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)
  - b. ☐ Applicant(s) hereby petition the Commissioner under 37 C.F.R. § 1.136 and request a **-month extension of time** to respond to the outstanding Office Action.
  - c. ☐ Other \_\_\_\_\_

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence (and any item referred to herein as being attached or enclosed) is (are) being transmitted to the USPTO by electronic transmission via the EFS Web on the date indicated below.

April 16, 2010 \_\_\_\_\_

Date

  
 Name: Georgeen B. Sonntag

**Request for Continued Examination (RCE) (Continued)**

3. Fees: The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.

☒ The Director is hereby authorized to charge the following fees, any underpayment of fees, or credit any overpayments to **Deposit Account No. 24-0037**.

- i. ☒ RCE fee required under 37 CFR 1.17(e), and if applicable, the search and examination fees

- ii. ☐ Excess Claim Fees, as delineated below:

(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT LESS HIGHEST NUMBER PREVIOUSLY PAID FOR		(3) NUMBER EXTRA
TOTAL CLAIMS	57	- 57 =	0
INDEPENDENT CLAIMS	5	- 6 =	0

- iii. ☐ Extension of Time fee (37 CFR 1.136 and 1.17)

Respectfully submitted,

Fay Sharpe LLP



Alan C. Brandt, Reg. No. 50,218  
The Halle Building – Fifth Floor  
1228 Euclid Avenue  
Cleveland, OH 44115  
216-363-9000

April 16, 2010

Date